



It's Our Time to "CROW" NATIONAL NEWSPAPER WEEK OCTOBER 1 TO OCTOBER 8

L. A. Staff Reporter



CLIFF JOHNSON . . . Herald-News staff writer in Los Angeles. He ferrets out all the news at the County buildings and others news sources in Los Angeles which pertains to this area. It's important information to YOU, but not of sufficient general interest for the metropolitan dailies to print.

Herald-News Family Is Hard One to Round Up for Annual Staff Photo



STAFF TAKES TIME OUT TO POSE . . . It takes something very, very special, like posing for a staff picture in Newspaper Week—to get all 14 members of The Torrance Herald and Lomita News family together in one spot. All the rest of their time is spent by these eleven men and four women in pursuit of publication duties. Front row, left to right: Birda Paddock, editor of The Lomita News; Michael Straszer, city editor of The Herald and News; Mary Vonderahe, woman's page editor; Richard Carver, display advertising manager; Grover C. Whyte, editor and publisher; Kay Smith, classified ad-

vertising manager. Back row, left to right: Robert Lewellen, mechanical superintendent; L. C. Larson, linotype operator; Bobbie Lewellen, apprentice; Lawrence Turner, stereotyper-pressman; LaVern Jones, printer; Lute Fraser, secretary; and Leslie Foster, assistant to the circulation manager, who took the picture, and of course, could not be included in the group. Cliff Johnson, Los Angeles staff writer, is the 14th member of the Herald-News family. —Herald-News Photo

FOR 51 weeks of the year, your community newspaper devotes a good share of its space and the energies of its staff members to publicizing the activities of other local organizations.

Whenever there is a community chest or toy loan fund to raise, a Boy Scout or Girl Scout movement that need encouragement, a Red Cross drive to put over, a hobby show to publicize, a special school or church program to boost, a lodge or club fund-raising festivity to promote, The Torrance Herald and Lomita News are always willing and glad to lend a helping hand.

If the newspapers had not taken on the task of explaining in detail again and again the provisions of the Selective Service Act, the Army probably would still be trying to get the first draft quota filled. And now the newspapers are pushing the sale of defense bonds and stamps. They are a mighty important link in the national defense movement, and the preservation of our precious Democracy.

It seems appropriate that on this one week of the year—National Newspaper Week—for the newspapers to take time to "talk about themselves." So in common with other local newspapers, The Herald and The News are giving their readers a few pertinent facts about YOUR newspapers and the important part they play in the life of the community. Your attention is particularly called to the figures printed in the box at the bottom of this page.

Rain or Shine...They Deliver The Herald to You



THESE ARE THE HERALD'S "contacts" between its presses and its readers—the carrier boys. Those who deliver your paper every week, rain or shine, with a high degree of efficiency are, left to right: Will Woodburn, James Woodburn, Jack Jensen, Bob Lewellen, Ted Smith, Dan Ordway, Earl Wilson, Roy Wright, Frank Whiting and Dick Honrath. Not shown in the picture is Gerald Godard. There are also 35 street sale boys who sell The Herald regularly each Thursday. —Herald-News Photo

Lomita News' Boy Merchants Cover Big Area



THESE "BOY MERCHANTS" are giving excellent service to readers of The Lomita News. All but two of the 13 young businessmen are shown in the above picture. Left to right are: Grant Stickney, Lomita; Wallace Wilder, Harbor City; Fred Benanti, Bob Perkins, Andrew Winn, Lomita; Howard Grafe, Harbor City; Bill Gregory, Don Goss, Bob Strohn, Lomita; Bob Andrews, Walteria, and Bob Lowery, who distributes The News at the Harbor Hills Housing Project. The two not present when the photo was taken were Billy Stowell and Keith Lucas, Lomita "Boy Merchants." —Herald-News Photo



Map of Shopping Area Blanketed 100% For Herald-News Advertisers

When you place an advertisement—whether classified or display—in the Torrance Herald and Lomita News, your message is delivered to EVERY RESIDENT living within the boundaries of this map. EVERY HOME, apartment and court unit in the Torrance area receives either the TORRANCE HERALD or the SHOPPING NEWS. Likewise, EVERY RESIDENT in the Lomita-Harbor City-Walteria area receives the LOMITA NEWS. And you get this COMPLETE COVERAGE at one small cost. In addition, hundreds of copies are delivered to areas BEYOND the boundaries of this map, including such towns as Redondo Beach, Gardena, Moneta, etc.

Local Pictures Enliven Herald and News Pages

Few newspapers in towns the size of Torrance and Lomita can boast of their own staff photographer. The Speed Graphic camera used by YOUR community paper is the latest type used by national press agencies and metropolitan dailies. In the Herald-News "dark room," has been installed the most modern developing and photo printing equipment.

This Is What It Takes to Print the Herald-News

- \$50,000.00 Capital Investment
- 7½ Acres of Newsprint for a Single Issue.
- 1500 lbs. of Ink for a Single Year.
- 2000 lbs. of Metal for a Single Issue.
- 14 Adult full-time Employees.
- 24 Carrier Boys.
- 35 Street Sale Boys.
- \$25,000.00 a Year in Payrolls that Return to Local Channels.

THESE ARE ONLY A FEW OF THE ITEMS . . . but you can see that the Herald-News plays an important role in this community other than its presentation of the news and contribution of space to our many civic organizations.

TORRANCE HERALD **LOMITA NEWS**
 Established 1914 Established 1919



"MIKE" STRASZER